

# **Global Energy and Utilities Analytics Market Size Study & Forecast, by Type (Software, Service) and Deployment Model (On-Premise, Cloud, Hybrid), and Regional Forecasts 2025–2035**

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## **Abstracts**

The Global Energy and Utilities Analytics Market is valued at approximately USD 3.58 billion in 2024 and is poised to register a remarkable compound annual growth rate (CAGR) of more than 16.50% throughout the forecast period from 2025 to 2035. With the rapid digitization of energy grids and the urgent global transition toward sustainable, efficient power systems, analytics is emerging as a cornerstone for modern utility operations. Energy and utilities analytics entails harnessing real-time and historical data through intelligent platforms to optimize consumption, forecast demand, reduce operational downtime, and improve customer engagement. Organizations are increasingly leaning into analytics to streamline energy management and unlock actionable insights across a rapidly evolving digital ecosystem, where efficiency and responsiveness are paramount.

One of the primary catalysts behind the exponential growth of this market is the global shift toward decarbonization and smart grid adoption. Utilities and energy providers are under mounting pressure to reduce emissions, modernize outdated infrastructure, and meet regulatory benchmarks for carbon neutrality. Advanced analytics platforms, powered by artificial intelligence and machine learning, are helping them forecast energy loads, detect system faults proactively, and support predictive maintenance to minimize disruptions. In tandem, energy trading platforms are leveraging data analytics to optimize price forecasting and decision-making. Moreover, the surge in integration of renewable energy sources, such as solar and wind, demands real-time analytics to manage their intermittency and align supply with fluctuating demand profiles efficiently.

On a global scale, the regional momentum differs significantly, with North America leading the analytics revolution in the energy and utilities sector. The region's mature IT infrastructure, combined with robust investments in smart meters and grid modernization, positions it at the forefront of innovation. The United States, in particular, is witnessing widespread deployment of AI-based analytics to monitor grid resilience and carbon emission targets. Meanwhile, Europe is accelerating its efforts under the European Green Deal, deploying analytics to support widespread renewable integration and energy decentralization initiatives. The Asia Pacific region is set to register the fastest growth over the next decade, thanks to rapid urbanization, surging electricity demand, and smart city investments in countries like China, India, Japan, and South Korea. These economies are increasingly embracing analytics to bridge infrastructure gaps and ensure energy reliability across sprawling urban and rural landscapes.

Major market players included in this report are:

IBM Corporation

SAP SE

Oracle Corporation

Microsoft Corporation

SAS Institute Inc.

Schneider Electric SE

Siemens AG

General Electric Company

Hitachi Energy Ltd.

Accenture PLC

Capgemini SE

Infosys Limited

Wipro Limited

Teradata Corporation

TIBCO Software Inc.

## Global Energy and Utilities Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Type:

Software

Service

By Deployment Model:

On-Premise

Cloud

Hybrid

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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